



# Medical Case Studies That Work

HOW TO TARGET, SOURCE AND CREATE PATIENT  
CASE STUDIES THAT WORK

# Why Do You Need Case Studies?

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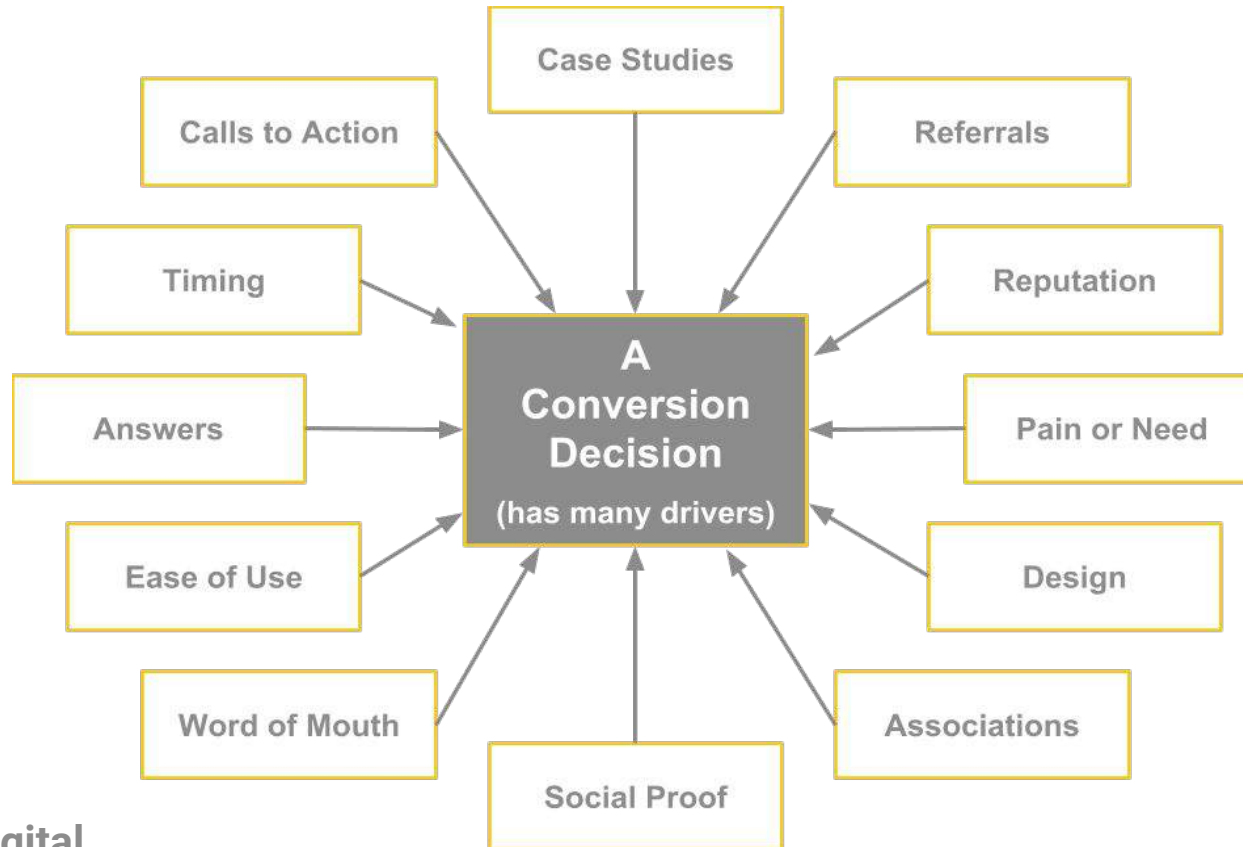
Case studies for medical websites have big benefits, some are:

- New visitor engagement,
- Answering questions in a story format,
- Resonating with patients viewpoint,
- Delivering a slice of life,
- Demonstrating the patient journey, and
- Increasing trust by offering transparency.

Whether a visitor is at the awareness, consideration, or decision stage, good case studies help.

# A Decision Journey: Trust Can Have Many Drivers?

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# Bridge the Trust Gap?

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Case studies help you earn trust by making a connection and humanising your message. Typically they should address questions like:

- Will the service work for me?
- Is this solution right for me?
- Is the cost justified?
- How long will it take to get a result?
- Should I trust this doctor?

By positioning these questions in patient stories you can address uncertainty in a familiar and easy format.

# Types of Case Studies

Type	Detail	Format
Before and Afters	Image Comparisons	Text & Images
The Interview	Facts & Emotions	Text & Images
The Success Story	Metric Driven Outcomes	Text & Images
The Patient Journey	A Patient Journey	Text & Images
Image Galleries	Happy Outcomes	Text & Images
Testimonials	"In a patient's own words"	Text & Images, or Videos
Social Proof	Posts, Reviews, Commentary	Text & Images, or Videos
Demonstration	Talks, Presentations, Videos	Text & Images, or Videos

# Target Happy Patients

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Choosing candidates to ask for a case study is often seen as difficult.  
Select patients to ask that offer the following:

- |                                     |                                |
|-------------------------------------|--------------------------------|
| Represent your 'ideal patient'      | Are socially aware and not shy |
| Offer great outcomes and stories    | Can be identified early        |
| Are aligned to clear benefits       | Have experienced great value   |
| Are happy to represent your service | Will celebrate their journey   |

After you have your list of target patients, it is time to frame  
your questions

# How to Collect a Patient's Story?

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Often the process of collecting case studies can be made easier by simply framing appropriate questions to solicit enthusiastic answers.

Try speaking to your patient's eyes. Their story needs to be simple and easily understood. Emphasis on new, visual, benefits and even surprise.

Sending questions in advance can help, but your interview should be kept conversational to encourage openness and authentic answers.

Highlight anything you hear that would make a good theme, sound-bite or headline. The voice should be authentic.

Frame your questions to flow like a story, maybe use simple chronology like: ***before, middle and end.***

# Open Case Study Questions

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Here are a few Before and During questions that may start a story:

## **Before Questions**

How did you feel before?

How your life affected?

How did the it affect others?

What frustrated you about ...?

What drove you to take action?

Why did you choose us?

## **During Questions**

What worried you most?

Were you concerns handled?

How easy was it to get started?

Did you feel discomfort?

How quickly did you see results?

Were you comfortable?

These questions should frame the problem, motivations and path.



# Open Case Study Questions

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Here are some After and Recommendation questions:

## **After Questions**

Your results by numbers?  
How has it changed your life?  
What are some examples?  
What can you do now?  
How do you feel?

## **Recommend Questions**

Why would you recommend this?  
Why recommend us?  
What benefits stand out most?  
Would you do it again?  
How could we improve things?

These are just some ideas. Your service may need more specific questions.

# Collate and Present Your Stories?

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Once you have chosen your happy patients, defined your questions, recorded your patients commentary and collected their data and images, you have the elements from which to create your case studies.

## Presenting Your Case Study

An effective case study needs should present using this structure:

- Headline - that is compelling and benefits rich
- Sub Headline - drives more engagement and guides the reader
- Body - Problem, challenge faced, solution, process, results
- Images - supporting the journey and benefits
- Quotes - that celebrate the outcome and a Call to Action

# Case Study Interview Example

## How did you feel before weight loss?

- ★ Unmotivated,
- ★ Tired and
- ★ Sore from carrying my extra weight.

## How much and how quick did I lose?

- ★ 30 kilos in 3 months (incl: pre-op weight loss)
- ★ 45 kilos in total in just over 12 months|

## How did the problem affect your life?

It made me far more self conscious and reserved than I should have been at my age. I didn't like that I was less active and involved with my kids and I feel neither did they.

## What drove you to take action?

Seeing other friends and active mums really enjoying life, it got to me. I also has increasing bad cholesterol showing in my blood tests. My family history made me realise I had to do something sooner rather than later.

## What were my concerns before?



# Case Study Posts Example

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A 21 year old professional ballet dancer presented for a routine digital skin check.

## BEFORE THE SKIN CHECK

An existing lesion on her left great toe had developed irregular features, and some discussion followed about the best way for this to be managed.

## AVAILABLE OPTIONS



The available options were to monitor the lesion, or to remove it.

If the lesion was to be excised - given the patient's occupation - this would mean a period of up to a month off work to allow the skin of her toe to heal tightly enough to allow her to recommence ballet dancing. She had recently commenced a season as the Prima Ballerina at a well-known dance company in a high-budget production and was reluctant to take time off.


# Case Study Reviews Example


5.0 ★★★★★ 91 reviews

Sort by: Most helpful ▾

 2 weeks ago - 

★★★★★ I had a total (dual mobility) hip replacement on the 9/4/15 followed soon after with both left and right total knee replacements on the 7/5/15 . I was 51 yrs old at the time. I was back at work full time driving semi trailers and riding motorcycles, carrying out all of life's daily functions pain free and happy, by the beginning of Sept 2015. Just 4 months later. Quite amazing considering I could barely walk or even put my shoes and socks on prior to the operations. A testament to the absolutely fantastic work carried out by Dr Waller and his amazing team. I could not have been more happier with the professionalism and care awarded to me by those wonderful people. It has been 2 years to the day as I write this review that I had the first operation. I basically live a normal life now with no restrictions , but I do take precautions. Well sometimes anyway. I have been riding motocross bikes with my teenage son for the last 12 months but I think perhaps I may be getting a little old for that now, and doing jumps is risky. For anyone considering as many procedures as I had so close together, may I just say rehab can be challenging at times, pushing yourself to do the exercises, but I felt it was extremely important and it paid off. I have no hesitation in recommending Professor Waller and his wonderful team. Many thanks, Terry Moore.

 Helpful?



**Response from the owner** a week ago

Hey Terry it is great to hear from you. I am thrilled that you are back on the bike with your son. Your hip and knee replacements are very sturdy and up for all the punishment that you dish out to them so go for it...

Although at 53 years of age perhaps it's time to leave the super long jumps to the young ones. You are a total legend and it's been a pleasure looking after you.



# Case Study Videos



# Case Study Summary

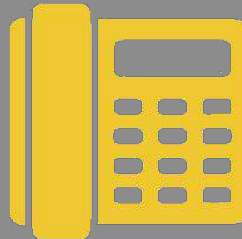
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When considering your service, many patients look to third party references to help on their decision journey.

Getting a real life opinion from someone is always more helpful, because it has a unbiased feel and can be rooted in a common experience.

## QUESTIONS?

Call  
1300 880 230



## MEETING

Book  
By clicking icon

